PRINCE EDWARD ISLAND

1988 EVANGELINE REGION NON-RESIDENT TOURISM SURVEY

Department of Tourism and Parks
Department of Regional Industrial Expansion
March, 1989

89-05420/

DEPARTMENT OF TOURISM AND PARKS

1988 EVANGELINE TOURIST SURVEY

FOREWORD

This report presents findings obtained from a survey of tourists who visited the Evangeline region from June 27 to September 3, 1988. This represents the first time that the Department of Tourism and Parks has conducted a survey to measure the impact of tourist visitation on a region of Prince Edward Island.

The data will be us by the Evangeline Tourist Association and the Department for specific tourism planning and marketing purposes related to the Evangeline area.

The Department is indebted to the Evangeline Tourist Association, various business operators of the area and the 'Jobs for Youth Program' of the Department of Industry for their cooperation.

For the purpose of the survey, the following definitions apply:

1. **Tourist:** A non-resident person who visits the Evangeline region for business, pleasure or personal reasons, not arriving to take up an occupation, to establish a residence or to attend a school.

2. **Party:** One or more persons travelling together as a unit. For auto and recreation vehicle travellers, a unit is considered to include all persons travelling in a single vehicle.

For additional information, contact either George E. Ferguson, Research Officer, at (902) 368-5504 or Robert Maddix, Acadian Development Officer, at (902) 854-3131, or write:

The Department of Tourism and Parks
P.O. Box 2000
Charlottetown, P.E.I.
C1A 7N8

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1988 EVANGELINE TOURIST SURVEY

JUNE 27 - SEPTEMBER 3, 1988

HIGHLIGHTS

GENERAL

A copy of the survey questionnaire is attached as Appendix I. A total of 418 were completed during the 10-week period. All statistics derived from the questionnaires are estimates of visitation to the Evangeline region.

In 1988, an estimated 25,000 tourists visited the Evangeline area; approximately 80% of this number stayed for one day. Only 20% of the total visitors stayed in the region overnight. On average, they stayed for 2.2 nights. The majority of overnight visitors came from Quebec. Their average stay was 2.38 nights. The total number of parties who visited the Evangeline area was 7,962. The average party size was 3.14.

VISITOR PROFILE

Where do they come from?

Quebec is the major and most stable tourism market for the Evangeline area, with 28.8% of visitors coming from the province. United States accounts for 23.5%; Ontario, 20.5%; and the Maritimes, 17.8%. Other Canada and other foreign visitors represent 7.2% and 2.2% respectively of total visitation to the region.

Who are they?

Almost 41% of visitors represents one family with children; over 36% depicts one couple travelling alone; 6%, two or more couples travelling together; and another 6%, a group of friends travelling together.

The total number of visitors to the Evangeline region was almost evenly divided between males and females.

Approximately 4.5% of visitors were 19 years of age or under; 8.4% were between the ages of 20 to 29; 47.3%, between 30 to 44; 31.6%, between 45 to 64; and 8.1% were 65 and older.

Almost 76% of visitors to the Evangeline region had never previously visited the area.

Why do they come?

Sightseeing was the main purpose of trip for 84% of visiting parties.

Sightseeing was also the reason why 34.3% came specifically to the Evangeline region; 15.7% visited the area in order to experience the Acadian culture, while the Bottle House attracted 10.7%; 7.7% came to visit the Acadian Village, while 7.5% vacationed in the area to stay with friends and relatives.

Approximately 41% of visitors claim that the Visitors Guide made the greatest contibution to their decision to visit the Evangeline region. Almost 30% indicate that word of mouth influenced their decision; 12% state that other reasons contributed to their decision to come; about 6% feel that brochures were the biggest motivating factor.

Over 53% planned to visit the Evangeline area while travelling to Prince Edward Island; 40% planned to come to the area before leaving home.

OTHER TOURISM FACTS

Approximately 20% of parties visited the Village of Wellington; 57% did not visit the village; and 23% just passed through.

Sixty-six percent (66%) had attained higher than a secondary education. The occupation of over 39% of respondents were at the professional-technical level; 10% were housewives; 9.6%, retirees; 8.5%, craftsman-foremen; 7.5%, office managers or proprietors; 5%, students; and the other 20% included numerous other positions.

1988 Evangeline Survey

I. Visitor Profile

A) Total Number of Visitors

Type	Parties	Party Size	Persons
Total Non-Resident Tourists	7,962	3.14	25,000

B) Origin of Visitors

Origin	Parties	%	Persons
1. Quebec	2,293	28.8	7,200
2. United States	1,871	23.5	5.875
3. Ontario	1,632	20.5	5,125
4. Maritimes	1,417	17.8	4,449
5. Other Canada	573	7.2	1,799
6. Other	176	2.2	552
TOTAL	7,962	100.0	25,000

C) Type of Visitor

Type	Parties	%	Persons
1. Day	6,363	79.9	19,976
2. Overnight	1,600	20.1	5,023
TOTAL	7,962	100.0	25,000

D) Occupation of Respondent

Occupation	Parties	%	Persons
1. Professor, Technical & Related Worker	3,105	39.0	9,750
2. Housewife	788	9.9	2,474
3. Retiree	764	9.6	2,399
4. Craftsman,Foreman	669	8.4	2,101
5. Manager, Office, & Proprietor	605	7.6	1,900
6. Student	406	5.1	1.275
7. Clerical Related	366	4.6	1,149
8. Operatives Related	263	3.3	826
9. Sales Worker	239	3.0	751
10. Other	757	9.5	2,375
TOTAL	7,962	100.0	25,000

E) Occupation of Main Income Earner

Occupation	Parties	%	Persons
1. Professor, Technical & Related Worker	3,607	45.3	11,325
2. Retiree	852	10.7	2,675
3. Craftsman, Foreman	852	10.7	2,675
4. Manager, Office, & Proprietor	828	10.4	2,600
5. Sales Worker	446	5.6	1,400
6. Operatives Related	319	4.0	1,000
7. Service Worker	279	3.5	875
8. Clerical Related	215	2.7	675
9. Labourer	191	2.4	600
10. Other	373	4.7	1,175
TOTAL	7,962	100.0	25,000

F) Education of Respondent

Category	Parties	%	Persons
1. University Completed	2,667	33.5	8,375
2. Post-secondary (Non-University) Completed	1,839	23.1	5,775
3. Secondary Completed	1,257	15.8	3,950
4. Secondary Partial Completed	1,147	14.4	3,600
5. Post-secondary (Non-University) Partial Completed	478	6.0	1,500
6. University Partial Completed	287	3.6	900
7. Elementary	287	3.6	900
TOTAL	7,962	100.0	25,000

G) Age of Respondent

Category	Parties	%	Persons
1. Under 15	15	0.3	48
2. 15 - 19	342	4.3	1,075
3. 20 - 24	176	2.2	552
4. 25 - 29	494	6.2	1,550
5. 30 - 34	1,027	12.9	3,225
6. 35 - 39	1,561	19.6	4,900
7. 40 - 44	1,178	14.8	3,700
8. 45 - 54	1,489	18.7	4,675
9. 55 - 64	1,027	12.9	3,225
10. 65 and over	653	8.1	2,050
TOTAL	7,962	100.0	25,000

H) Number of People Per Group

Group Size	Parties	%	Persons
1. One	231	2.9	231
2. Two	3,121	39.2	6,242
3. Three	1,242	15.6	3,726
4. Four	2,150	27.0	8,600
5. Five	613	7.7	3,065
6. Six	263	3.3	1,578
7. Seven	111	1.4	777
8. Other	231	2.9	781
TOTAL	7,962	100.0	25,000

I) Party Composition

Category	Parties	%	Persons
1. One Family With Children	3,241	40.7	11,342
2. One Couple Alone	2,914	36.6	5,828
3. Two or More Couples	494	6.2	2,470
4. Group of Friends	454	5.7	1,816
5. One Person Alone	247	3.1	247
6. Two Families	231	2.9	1,517
7. Organized Group	79	1.0	790
8. Other	302	3.8	990
TOTAL	7,962	100.0	25,000

J) Purpose of Trip

Purpose	Parties	%	Persons
1. Sightseeing Tour	6,664	83.7	20,926
2. Visiting Friends & Relatives	709	8.9	2,225
3. Cultural Activities	207	2.6	650
4. Other	382	4.8	1,199
TOTAL	7,962	100.0	25,000

K) Average Stay in Region (Total Visitors)

Origin	Parties	%	Average Stay	Nights Stayed	%
1. Quebec	2,293	28.8	0.475	1,088	30.7
2. Ontario	1,632	20.5	0.456	744	21.0
3. Maritimes	1,417	17.8	0.418	592	16.7
4. Other Canada	573	7.2	0.965	553	15.6
5. United States	1,871	23.5	0.296	553	15.6
6. Other	176	2.2	0.074	13	0.4
TOTAL	7,962	100.0	0.445	3,543	100.0

Average Stay in Region (Overnight Visitors)

Origin	Parties	%	Average Stay	Nights Stayed	%
1. Quebec	461	28.8	2.36	1,088	30.7
2. Ontario	328	20.5	2.27	744	21.0
3. Maritimes	285	17.8	2.08	592	16.7
4. Other Canada	115	7.2	4.81	553	15.6
5. United States	376	23.5	1.47	553	15.6
6. Other	35	2.2	0.37	13	0.4
TOTAL	1,600	100.0	2.21	3,543	100.0

L) Main Reason Why You Came to Evangeline Region

Reasons	Parties	%	Persons
1. Sightseeing	2,731	34.3	8,575
2. French Region/Acadian Culture	1,250	15.7	3,925
3. Visit Bottle House	852	10.7	2,675
4. Visit Acadian Village	613	7.7	1,925
5. Visit Friends & Relatives	597	7.5	1,875
6. Study the History	287	3.6	900
7. Visit Craft Shops	287	3.6	900
8. Looked Interesting in Brochure	271	3.4	850
9. Follow Lady Slipper Drive	255	3.2	800
10. Other Reasons (too Numerous)	819	10.3	2,575
TOTAL	7,962	100.0	25,000

M) Greatest Contribution in Deciding to Come to the Evangeline Region

Category	Parties	%	Persons
1. Visitors Guide	3,264	41.0	10,250
2. Word of Mouth	2,397	30.1	7,525
3. Brochure	478	6.0	1,500
4. This Week on P.E.I.	287	3.6	900
5. Visitors Information Center	231	2.9	725
6. Newspaper	151	1.9	475
7. Tabloid "Acadian Supplement"	80	1.0	250
8. Other	1,074	13.5	3,375
TOTAL	7,962	100.0	25,000

N) Facts on Their Trip to Evangeline Region

Type	Parties	%
1. Planned visit to Evangeline While Travelling to P.E.I.	4,467	53.1
2. Planned visit to Evangeline Before Leaving Home	3,217	40.4
3. Has Never Been to Evangeline	6,019	75.6
4. Are on a Pleasure Trip to Evangeline	7,922	99.5
5. Kind of Trip is Part of a P.E.I. Vacation	3,750	47.1
6. Kind of Trip is Part of a Maritime Vacation	3,392	42.6

O) Main Destination in P.E.I. (of the 58% which had a definite destination)

Category	Parties	%	Persons
1. Cavendish	1,921	41.6	6,032
2. Evangeline	1,409	30.5	4,423
3. Charlottetown	457	9.9	1,436
4. Summerside	379	8.2	1,189
5. West Prince	171	3.7	537
6. Brackley/Stanhope/Dalvay	134	2.9	421
7. Other	147	3.2	462
TOTAL	4,618	100.0	14,500

P) Prior to arrival in Evangeline, Travelled in:

Category	Parties	%	Average Nights Stayed	Nights Stayed
1. Eastern Kings	971	12.2	0.275	267
2. Southeastern Kings	1,333	16.7	0.371	495
3. Charlottetown	3,925	49.3	0.854	3,352
4. South Shore	4,323	54.3	0.150	648
5. Brackley/Stanhope	3,734	46.9	0.587	2,191
6. Cavendish	4,554	57.2	0.995	4,533
7. New London	4,021	50.5	0.038	152
8. Kensington	6,131	77.0	0.099	610
9. Summerside	6,800	85.4	0.339	2,305
10. West Prince	1,147	14.4	0.930	1,067

Average Nights Stayed Prior to Arrival in the Evangeline Region 1.9618

Q) After Leaving Evangeline, Travelled in

Category	Parties	%	Average Nights Stayed	Nights Stayed
1. Eastern Kings	2,213	27.8	0.568	1,257
2. Southeastern Kings	6,895	86.6	0.367	2,533
3. Charlottetown	6,019	75.6	0.018	648
4. South Shore	3,981	50.0	0.029	114
5. Brackley/Stanhope	4,069	51.1	1.301	5,295
6. Cavendish	3,583	45.0	0.223	800
7. New London	4,116	51.7	0.125	514
8. Kensington	3,583	45.0	0.702	2,514
9. Summerside	1,330	16.7	0.158	210
10. West Prince	884	11.1	0.431	381
Average Nights Stayed After Visiting Evangeline		1.7919		

R) Highlights of Trip to Evangeline

Category	Parties	%	Persons
1. Visit Bottle Houses	1,791	22.5	5,625
2. Visit Acadian Village	1,688	21.2	5,300
3. Scenery	884	11.1	2,775
4. Etoile de Mer	836	10.5	2,625
5. Meet Acadian People	518	6.5	1,625
6. Craft Shops	366	4.6	1,150
7. Hospitality of People	342	4.3	1,075
8. Tranquility	271	3.4	850
9. Visit Friends & Relatives	223	2.8	700
10. Beaches (swimming)	199	2.5	625
11. Other (too numerous)	844	10.6	2,650
TOTAL	7,962	100.0	25,000

S) Suggestions for Evangeline Tourism (from 198 cases)

Category	Counts	% of Cases
1. More Sport Activities	31	15.7
2. More Directional Signs	27	13.6
3. Motels Along Shore	22	11.1
4. Better Roads	22	11.1
5. More Advertising	21	10.6
6. Leave as is	19	9.6
7. Develop Beaches	18	9.1
8. Traditional Costumes	11	5.6
9. Other (too numerous)	27	13.6
TOTAL	198	100.0

T) Expenditures in Evangeline Region

Category	Per Party	Total Parties	%
1. Gas & Oil	$ 11.25	$ 89,811.36	16.6
2. Auto Repairs & Maintenance	0.36	2,866.32	0.5
3. Meals & Beverages in Restaurants	18.62	148,252.44	27.5
4. Alcoholic Beverages	3.95	31,449.90	5.8
5. Food & Beverages in Stores	4.76	37,889.12	7.0
6. Accommodations	10.42	82,964.04	19.4
7. Recreation & Entertainment	6.03	48,010.86	8.9
8. Handcrafts & Related Merchandise	11.57	92,120.34	17.1
9. Other Under $250	0.78	6,210.36	1.2
10. Other Over $250	0.01	79.62	0.0
TOTAL	$ 67.78	$ 539,654.36	100.0

APPENDIX I

1988 EVANGELINE REGION
TOURIST EXIT QUESTIONNAIRE

1|_|_|_|_| Interviewer 5|_| Day 6|_|_| Month 8 |_|_| Code 10|_|_|_|_|

1. 14|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|
City/Town/Community
34|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|
Province/State
54|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|
Country other than Canada, U.S. 67|_|_|

2. a) What is your occupation? _____ 69|_|_|

b) What is the occupation of the main income earner?_____ 71|_|_|

3. What level of education have you last attained?

1) Elementary
2) Secondary-partial completion
3) Secondary-completed
4) Post-secondary (non-university)-partial completion
5) Post-secondary (non-university)-completed
6) University-partial completion
7) University-completion 73|_|

4. a) Indicate the sex of the respondents: 1) male 2) female 74|_|

b) In which of the following age groups do you belong?

1) under 15
2) 15 - 19
3) 20 - 24
4) 25 - 29
5) 30 - 34
6) 35 - 39
7) 40 - 44
8) 45 - 54
9) 55 - 64
10) 65 and over 75|_|_|

5. How many people are in your group? 77|_|_|

6. Which of the following categories best describes your party composition?

1) one person alone
2) one family with children
3) two families with children
4) organized group
5) one couple alone
6) two or more couples
7) group of friends
8) other

79|_|

7. What is the main purpose of your trip to the Evangeline Region?

1) conference, meetings, other business
2) sightseeing/touring
3) outdoor recreation sport
4) cultural activities, festival or events
5) visiting friends or relatives
6) personal affairs
7) on the way to some other destination
8) other (specify) _____

80|_|

8. How many nights have you stayed overnight in the Evangeline Region to date?

81|_|

9. a) Have you visited Wellington on this trip to the Evangeline Region?

1) Yes 2) No 3) Passed through

83|_|

IF NO TO ABOVE

b) Do you intend to visit Wellington on this trip to the Evangeline Region?

1) Yes 2) No

84|_|

10. What are one or two of the main reasons why you came to the Evangeline Region? (specific)

1) _____ 85|_|_|

2) _____ 87|_|_|

11. Were there any (other) particular things you hoped to see or do during your visit to the Evangeline Region?

1) _____ 89|_|_|

2) _____ 91|_|_|

3) _____ 93|_|_|

4) _____ 95|_|_|

12. Which of the following made the greatest contribution to your decision to come to the Evangeline Region?

1) newspaper
2) radio
3) television
4) magazine (specify) _____
5) brochure (specify) _____
6) This Week on P.E.I.
7) tabloid (Acadian supplement)
8) Visitors Guide
9) Visitors Information Center _____ (specify location)
10) word of mouth
11) other (specify) _____ 97|_|_|

13. When did you plan your visit to the Evangeline Region?

1) before leaving home
2) while on this trip (outside the Maritimes)
3) while on this trip (in the Maritimes)
4) while on this trip (in P.E.I.)

14. When was your last trip to the Evangeline Region?

1) earlier in 1988
2) in 1987
3) in 1986
4) in 1985
5) in 1984 or before
6) never 100|_|_|

15. a) Do you consider this a pleasure trip?
1) Yes 2) No 101|_|_|

b) If yes, do you consider this pleasure trip:
1) a Canadian vacation
2) part of a Maritime vacation(i.e. N.S., N.B., P.E.I.)
3) a P.E.I. vacation
4) other _____ 102|_|

c) What was your main destination on this pleasure trip? 103|_|_|

d) What was your main destination on Prince Edward Island? 105|_|_|

16. a) Prior to arriving in the Evangeline Region did you travel in?
b) How many nights did you stay in?

		(a)	(b)
1)	Eastern Kings	107|_|	|_|_|
2)	Southeastern Kings	110|_|	|_|_|
3)	Charlottetown	113|_|	|_|_|
4)	South Shore	116|_|	|_|_|
5)	Brackley/Stanhope/Dalvay	119|_|	|_|_|
6)	Cavendish	122|_|	|_|_|
7)	New London	125|_|	|_|_|
8)	Kensington	128|_|	|_|_|
9)	Summerside	131|_|	|_|_|
10)	West Prince	134|_|	|_|_|

c) How many nights do you intend to stay in the Evangeline Region? 137\|_\|_\|

d) Upon exiting the Evangeline Region, do you intend to travel:

e) Upon exiting the Evangeline Region, how many nights will you stay in? (Please see attached map at end of survey)

		(d)	(e)
1)	West Prince	139|_|	|_|_|
2)	Summerside	142|_|	|_|_|
3)	Kensington	145|_|	|_|_|
4)	New London	148|_|	|_|_|
5)	Cavendish	151|_|	|_|_|
6)	Brackley/Stanhope/Dalvay	154|_|	|_|_|
7)	South Shore	157|_|	|_|_|
8)	Charlottetown	160|_|	|_|_|
9)	Southeastern Kings	163|_|	|_|_|
10)	Eastern Kings	166|_|	|_|_|

17. a) What was the highlight of your trip to the Evangeline Region?

169|_|_|

b) Were there any other things you particularly liked about the Region?

1) _____

171|_|_|

2) _____

173|_|_|

3) _____

175|_|_|

c) Was there anything in particular you found unfavorable or did not enjoy in the Evangeline Region?
1) Yes 2) No 177|_|

If 'Yes', please specify what you found most unfavorable.

178|_|_|

d) Are there any other things about the Evangeline Region that you disliked?

1) _____ 180|_|_|

2) _____ 182|_|_|

3) _____ 184|_|_|

e) Is there anything you could suggest that would make the Evangeline Region more attractive or more enjoyable?

1) _____

186|_|_|

2) _____

188|_|_|

3) _____

190|_|_|

18. a) Please estimate your expenditures in the Evangeline Region, including all credit card purchases and spending by children.

(IF NO RESPONSE TO QUESTION, CODE CORRESPONDING BLOCKS 99) 192|_|_|

1) gas and oil $_____ 194|_|_|_|_|

2) auto repairs, maintenance $_____ 198|_|_|_|_|

3) meals, beverages in restaurants $_____ 202|_|_|_|_|

4) alcoholic beverages $_____ 206|_|_|_|_|

5) food, beverages in stores (excludes alcoholic beverages) $_____ 210|_|_|_|_|

6) accommodations $_____ 214|_|_|_|_|

7) recreation & entertainment $_____ 218|_|_|_|_|

8) handcrafts & other related merchandise $_____ 222|_|_|_|_|

9) other_____under $250 $_____ 226|_|_|_|_|
specify

10) other_____over $250 $_____ 230|_|_|_|_|
specify

b) Did you keep a log of your expenses?

1) Yes 2) No 234|_|

c) For how many people do your expenses apply? _____ 235|_|_|

237|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_| 251|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|
First Name Surname

265|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|
Street Address

295|_|_|_|_|_|_|_|_|_| 301|_|_|_|_|_| 304|_|_|_|_|_|_|_|
Postal/Zip Code Area Code Telephone Number

1) West Prince
2) Evangeline
3) Summerside
4) Kensington
5) New London
6) Cavendish
7) Brackley/Stanhope/Dalvay
8) Southshore
9) Charlottetown
10) Southeastern Kings
11) Eastern Kings

APPENDIX II

1988 EVANGELINE TOURIST SURVEY

METHODOLOGY

A total of 418 interviews were conducted with residents and non-residents who visited the Evangeline Region from June 27 to September 3, 1988.

The survey was implemented at Le Village in Mont Carmel, the handcraft shop in Abram's Village and Les Maisons de Bouteilles in Cape Egmont. The following interview periods were used:

(1) 8:00 AM - 3:30 PM
(2) 2:00 PM - 9:30 PM

The survey was prepared and pretested by supervisory staff. Interviewers were trained in the areas of proper interview techniques, question interpretation and form coding. The supervisor assisted the interviewers to conduct a pilot survey at Le Village, after which the actual study took place.